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What We Have Done

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Form No. A-368

# What
# We Have Done
# What
# We Propose Doing
# and
# The Cost

*President Harding Says:*

"There has never been a time in the history of America when a Chamber of Commerce Program is as much of a necessity as it is today. Whoever co-operates in that direction is a real asset to the nation."

# WHAT WE HAVE DONE

For the purpose of giving you an idea of the work which the Chamber of Commerce has done in the past we are printing below the program of work adopted by the Durham Chamber of Commerce in the Fall of 1915. The planks which have been carried through to a successful conclusion are printed in **this type.** We wish to make it perfectly plain that the Chamber of Commerce is not claiming the sole credit for this work. The program was adopted by this organization as a community-wide program, and necessarily we have enlisted the aid of organizations and individuals in attempting to have as many of these planks as possible adopted. It is often necessary that the work started by the Chamber of Commerce must be completed by city officials, or other organizations and individuals, and we express our appreciation to every one who has been of service in this way to the community. Our sole purpose in presenting this program of work is to give the public some idea of the many and varied activities of the organization which is supported by their memberships.

The addenda shows other activities of the Chamber of Commerce which are not covered in the program of work. There has also been, of course, a large amount of daily routine which cannot be included in a report of this kind, which, nevertheless, is of great value to the City and County.

## PLANK 1

**Plan for immediate betterments and improvements and for future city growth, covering the subjects of streets, sidewalks, parks and playgrounds, overhead wires, sewers, street lighting, civic embellishment —in an endeavor to make Durham the most attractive city in the State.**

A—Improve Main Street by:

1. Removing poles and placing wires underground.
2. Laying a system of water and gas mains, conduits, sewers, and connections that will prove adequate for at least five years:

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3. Paving with asphalt or wood block from the Erwin Cotton Mills to the Durham Hosiery Mill.
4. Installation of an ornamental lighting system.

B—Work for a comprehensive system of well paved and properly connected streets, to be built at once and paid for by a bond issue, the city paying one-third the cost and property owners two-thirds.

C—Urge the city to acquire land for parks and playgrounds, and to prepare the same as soon as possible for public use.

D—Investigate into the feasibility and practicability of placing overhead electric and telephone wires underground.

E—Extend the sewer system of the city and completely eliminate all surface closets.

F—Promote the installation of an ornamental lighting system for the principal streets of Durham.

G—Investigate the need and desirability of public comfort stations.

## PLANK II

**Make Durham more accessible to the surrounding territory, to the market centers and main highways of travel, and improve the facilities of communication.**

A—Promote the construction of an interurban line from Durham to Chapel Hill and other points.

B—Induce the Seaboard Railway to route their main line by Durham.

C—Obtain Federal aid for and push the building of a model road along the National highway between Durham and Raleigh.

D—Rebuild and properly maintain the system of country roads centering at Durham.

E—Work for more prompt freight service and lower rates into and out of Durham.

F—Work for improved street railway equipment and better schedules.

G—Work for a better telephone service.

## PLANK III

**Promote the building, on suitable locations, of public and semi-public improvements such as the court house, a library, etc.**

A—Build a new court house on a new site.

B—Rebuild Morehead Graded School.

C—Get Carnegie or someone else to bulid a modern, fireproof Public Library Building.

D—Build a modern public bath, with a large outdoor swimming pool for summer.

## PLANK IV

**Improve the marketing and distributing facilities of Durham to the end that more Durham County produce will be consumed in Durham, and that Durham will become a better market for all farm products of North Carolina.**

A—Organize a Durham County Marketing Commission to study the marketing problem and devise a satisfactory marketing system.

B—Promote the construction of a modern cold storage plant large enough to make Durham a produce jobbing point.

C—Work for a municipal slaughter house.

D—Co-operate with the Tobacco Board of Trade in making Durham a better and larger tobacco market.

E—Encourage the building of warehouses to let at a nominal rental.

## PLANK V

**Foster home buying and encourage home industries.**

A—Insist upon members of the Chamber of Commerce buying goods from local merchants and employing local skill.

B—Furnish the public with reasons why it is best to buy at home, and to patronize home people in all trades and professions.

C—Increase home buying by improving local salesmanship.

D—Encourage home industries by patronage, by improving general conditions and by removing obstacles in the way of their success.

E—Prevent unscrupulous exploitation of local factory workers and the bringing of unjust suits against their employers.

## PLANK VI

**Enlarge, broaden and improve the educational facilities of Durham.**

A—Get behind the movement for a Co-ordinate Woman's College at Trinity and see to its successful termination.

B—Advocate the equal distribution, as to location, of city and county school buildings.

C—Encourage the establishment of vocational schools.

D—Work for better school playgrounds.

E—Advocate dental inspection of school children and free dental clinics.

## PLANK VII

**Create conditions favorable to and encourage the location of new and more diversified industries in Durham.**

A—Assist local factories and mills in securing adequate raw materials and labor.

B—Make a thorough industrial survey of Durham, and work for new industries on the basis of facts disclosed by the survey.

C—Urge the location of Railway repair shops in Durham.

## PLANK VIII

**Promote civic patriotism by teaching people to be proud of their city and to assume personal responsibility for its welfare.**

A—Get speakers of National prominence to speak on civic topics throughout the year.

B—Conduct a Clean-up Campaign and a Paint-up Campaign to improve the appearance of the city.

C—Induce the newspapers, ministers, school teachers, women's clubs, and other organizations of the city to advocate the City Beautiful movement in Durham and impress it upon the minds of the children.

D—Compel the owners of vacant lots, as well as the owners of all property, to keep the same clear of weeds and rubbish; encourage the cultivation of vacant lots by school children and the boys' and girls' clubs.

## PLANK IX

**Extend the trade territory of Durham by co-operative advertising, trade excursions, and more considerate treatment of the people who come here to trade.**

A—Encourage agriculture and create a more friendly relationship with the farmer.

B—Brand all our manufactured products "Made in Durham."

C—Have the business men make trade acquaintance tours to all points within Durham's trading zone.

D—Offer inducements to the country merchant to buy his stock in Durham.

E—Advertise Durham special bargain days intensively within a radius of fifteen miles, and keep it up.

F—Make it hot for any Durham business man found doing business in a way that reflects on the good name of the city.

G—Provide a comfortable and convenient rest room for the country people who come here to trade.

H—Provide a covered shed with police protection for the teams, wagons and truck of farmers who come here to sell or buy.

I—Push Durham as a convention city and strive to give convention delegates and visitors a favorable impression of Durham.

## PLANK X

**Encourage the building of more and better homes, as well as houses and apartments for rent at moderate prices.**

A—Stimulate the building of more moderate priced homes for sale and for rent.

B—Get an aggressive Building and Loan Society started.

C—Investigate the Garden City plan of housing industrial workers.

## PLANK XI

**Make Durham real estate more attractive to investors by the adoption of a city plan, and by the judicious advertising of Durham's advantages and opportunities.**

A—Have a City Plan prepared by experts and officially adopted so that people will feel safe in buying real estate and improving it in a manner characteristic of the neighborhood.

B—Adopt and rigidly enforce an up-to-date building code.

C—Have houses numbered and street signs erected.

D—Endeavor systematically and continuously to get wealthy families from all over North Carolina to build homes here where their children can enjoy the educational advantages afforded by Trinity and the State University at Chapel Hill.

E—Prepare a topographical map of Durham County showing post roads, churches, schools, telephone and telegraph lines, rivers, creeks, timber, watersheds, soils, homesteads, etc., to be used in attracting settlers.

## PLANK XII

**Co-operate with the Durham County Farm Bureau and other agencies in developing the rural resources of Durham County.**

A—Aid in the improvement of agriculture through the Farm Bureau and assist in the extension of its work.

B—Co-operate with agents in charge of boys' and girls' clubs by enabling them to reach more boys and girls and to dispose of products grown to better advantage.

C—Endeavor to locate Belgian and German immigrants in Durham County.

D—Get all Durham County farmers to subscribe for the Country Gentleman.

E—Improve the Durham County Fair each year.

## PLANK XIII

**Work for an improved form of city government, adapted to Durham's needs, and for the more efficient administration of whatever form that is in effect in both city and county.**

A—Study the recent developments and improvements in the forms of municipal government, including the commission-manager system, and prepare the public mind for the suggestion of a change.

B—Study the financial system of the city, and the administrative methods of the various city departments, with the view of co-operating with public officials to secure greater efficiency and economy.

C—Endeavor to have full and frank publicity given to all acts and transactions of the city and county governing boards, officials and employees.

D—Encourage the young men of the city to take an interest in official matters, by asking them to serve on committees and conduct inquiries and investigations.

## PLANK XIV

**Make a heart searching inventory of Durham and Durham County to determine the resources and advantages that can be profitably advertised by the Chamber of Commerce; then adopt such methods of advertising as have proven successful elsewhere.**

A—Make a thorough survey of Durham and Durham County and catalogue the interesting facts discovered in a neat, mailable booklet, and in condensed form as an envelope stuffing circular.

B—Get Durham business men to insert Chamber of Commerce literature in their mail, and to have "Made in Durham" marked on their goods.

C—Erect suitable guide signs of Durham along all public roads and railways entering Durham, and on other roads where a detour is feasible.

D—School local business men in the writing of better advertising copy for printing in local papers; discourage hand bills.

E—Adopt an unique poster stamp for Durham and popularize it.

F—Make every Durham citizen, and every visitor, a walking advertisement of Durham's progressiveness and prosperity.

## PLANK XV

**In general, do whatever will promote the welfare of Durham as a civic, commercial and industrial community.**

A—Organize a poor man s bank, on the order of the Morris Plan banks, where the working man can borrow money and repay the loan in weekly installments.

B—Have an annual Home Coming Week.

C—Make the local newspapers so aggressive and up-to-date that they will occupy this field almost exclusively.

D—Help organize a Durham Bar Association.

E—Ameliorate the condition of the poor by co-operating with local charity organizations, by establishing milk stations in the factory districts, and by promoting health, education and home economics.

F—Work for such improvements as will lower the insurance rates in Durham.

G—Promote frequent get-together occasions in order that Durham people may become better acquainted with each other, and get the habit of co-operation and team work.

## ADDENDA

During the War the entire machinery of the Chamber of Commerce was devoted to service as a Clearing House Association for wartime activities. The Government at Washington called upon the Chamber of Commerce, as the community organization, for assistance in every imaginable way, from handling all matters connected with the Fuel Administration to collecting and forwarding to Washington stray dogs for use in gas experiments. It is a matter of particular pride to the organization that it so handled all matters connected with the Fuel Administration that not only was there no suffering on the part of our people because of a lack of fuel, but the price was kept at a reasonable level. We were enabled also to distribute industrial coal in such a way that none of our industries were forced to close for lack of fuel.

The Chamber of Commerce arranged for all the patriotic meetings when the Durham boys left home and when they returned. At the request of the authorities

at Washington we arranged for many public meetings to acquaint the people with the purposes of the government, and to build up the morale of our citizenship. When the soldiers returned the Chamber of Commerce operated an employment bureau for their benefit, and placed more than two hundred in jobs. We co-operated in every war drive, and in every possible way represented the organized forces of this community in the prosecution of the war.

The citations above give only a general idea of the work the Chamber of Commerce is doing every day in the year. It does not take into account the vast amount of work which is done on a project which for one reason and another is never successfully worked out, such as parks, playgrounds, housing, etc. It does not include the regular routine of the Chamber's staff, answering inquiries from all parts of this country and some from abroad; furnishing information to members on a multitude of subjects; and the work done on matters which are of great public value but which cannot be published without endangering the ultimate success of the undertaking.

# WHAT WE PROPOSE TO DO

## PROGRAM OF WORK
## DURHAM CHAMBER OF COMMERCE

### (Adopted for 1922)

#### TEN MOST IMPORTANT PLANKS

1. Provide a modern up-to-date hotel for Durham which will compare favorably with the best hotels in North Carolina.

2. Endeavor in every way possible to assist in relieving the present housing shortage, and encourage home ownership among our people by co-operating with the Building & Loan Associations.

3. Press to a conclusion the work begun by the Chamber of Commerce looking to

the construction of an underpass at Chapel Hill Street and provide for other underpasses and railroad improvements recommended by the Chamber of Commerce as rapidly as conditions will permit.

4. Work out plans for a new municipal office building, armory and enlarged auditorium.

5. Work out plans for a home for neglected children and endeavor to meet the conditions attached to the gift of Mr. R. H. Wright for this purpose.

6. Provide for the appointment of a Park and Playground Commission for the purpose of mapping out a comprehensive system of parks and playgrounds for Durham, and endeavor to have such program carried out as rapidly as possible.

7. Organize a North Carolina Olympic Association for the purpose of holding annual Olympics in Durham, with the idea of making Durham the center of athletics in the State.

8. Endeavor to have constructed another modern office building to take care of the increasing demands for offices in Durham, which at the present time cannot be supplied.

9. Organize a Community Council which shall co-ordinate the activities of the various civic and welfare organizations.

10. Provide for the appointment of a City Planning Commission for the purpose of adopting a city plan and zoning system for the City of Durham.

## Agriculture

1. To work out in conjunction with the Board of County Commissioners a definite program of construction, improvement and maintenance of secondary roads covering a period of not less than three years.

2. To co-operate with the farmer

(a) in providing a market for his products,

(b) in standardizing products,

(c) in improving livestock.

(d) in providing better educational facilities for county schools.

## Transportation

1. To continue the fight for securing equitable freight rates for Durham.

2. To co-operate with the railroads in the economic handling of freight in Durham.

3. To assist members of the Chamber of Commerce in auditing freight bills and collecting overcharges.

4. Secure better passenger train schedules, Pullman service, and mail service.

5. Continue the program of street improvement until Durham is at least as well paved as any city in North Carolina.

6. Co-operate in extending white-way system in the business district.

7. Assist in securing fair treatment for public service companies, and other common carriers, and insist on adequate service to the public.

## Industry

1. Co-operate in every way possible with industries already here and encourage them to develop their business.

2. Make a survey of the manufacturing possibilities of Durham and vicinity, and make this report available to the public.

3. Place at the disposal of our manufacturers the Research Department of the United States Chamber of Commerce.

## Commerce

1. Assist our merchants in improving business methods so that they may be in position to render a greater service to the buying public.

2. Establish in connection with the City Schools a course in salesmanship which will be available to the sales force of institutions in our City.

3. Encourage our people to patronize local business men more and insist that our business men make this possible by rendering the right kind of service at the right price.

4. Make available for the information of our business men statistics showing the financial transactions of the City, such as bank clearings, debits to individual accounts and such other information as may be of value in indicating the purchasing power of the community.

## Civics

1. Co-operate in every way possible with City and County officials in an effort to secure a more efficient and economical operation of the business of the City and County.

2. Co-operate with the boards of education and school officials in their efforts to make the school system more nearly meet the demands made upon it by modern business conditions.

3. Investigate the desirability of extending the corporate limits of the City so that its future expansion can be provided for.

4. Endeavor to have provided better police and fire protection for the City.

5. Encourage the planting of trees, shrubs and flowers, and assist in working out plans for a cleaner and more beautiful City.

6. Gather and preserve all data and information relating to the history of Durham so that it will be available for future generations.

7. Provide through Open Forum meetings for frequent discussions of community problems.

8. Foster on the part of our people a spirit of loyalty to Durham and its institutions so that our people will be better citizens of their City, State and Nation.

### General

1. Advertise the advantages of Durham to the outside world in an effort to attract the right kind of people to make their homes with us.

2. Furnish information as to routes, road conditions, etc., to tourists and endeavor to attract tourists to Durham.

3. Be alive at all times to the problems of our community as they develop and endeavor to solve them wisely.

## THE COST

The Board of Directors of the Durham Chamber of Commerce, and a special committee appointed for the purpose, has carefully studied the program of work adopted for the coming year and has estimated that the cost of carrying out such a program will be $16,150.00. This means that we must have 647 members at $25.00 each in order to raise the necessary budget. While this amount may seem large to some of us, it is because we have never really supported our Chamber of Commerce as do other cities in North Carolina, South Carolina and Virginia. The comparison of budgets of cities of approximately the same size as Durham, given below, illustrates graphically what these cities are doing in supporting their Chamber of Commerce with what Durham has done and what we are asking Durham to do:

| | |
|---|---|
| Asheville | $43,784.99 |
| Wilmington | 16,000.00 |
| Winston-Salem | 10,958.81 |
| Charlotte | 28,140.95 |
| Greensboro | 20,000.00 |
| Gastonia | 12,000.00 |
| Raleigh | 20,000.00 |
| Lynchburg | 23,920.00 |
| Spartanburg | 31,775.00 |
| **Durham (1921)** | **7,746.02** |
| **Durham (proposed for 1922)** | **16,150.00** |